

METHODS AND SYSTEMS FOR SUPPLYING
CUSTOMER LEADS TO DEALERS

ABSTRACT OF THE DISCLOSURE

A method is disclosed for generating customer leads for use by dealers attempting to sell a product, for example a loan product. The method is implemented on a system and includes providing a database of customer information, predicting a propensity for one or more customers within the database to respond to an offer, predicting when the customers will respond to the offer, generating a potential customer list, and providing the potential customer list to one or more dealers.